ABSTRACT

Means and a computerized method for recommending items such as books and audio compact disks. For each item, a user profile includes ratings provided by users of the system. Unlike present

5 recommendation systems, the user profiles do not include pre-computed similarity factors measuring similarity between users. Rather, when an advisee requests a recommendation, similarity measures are computed comparing the advisee to other users, and the similarity measures are associated with the other users. A subset

10 of the users is selected, where the subset includes the users most similar to the advisee. A recommendation is made based on the ratings by the members of the selected subset.